New JCPenney store to open at College Park on Aug. 7

WEATHERFORD, Tex. — JCPenney will open its new department store at College Park Shopping Center, Wednesday, August 7. The new store will introduce to this market the nationwide retailer's newest directions in merchandise and service.

JCPenney at College Park Shopping Center will emphasize apparel and home furnishings. The store will reflect vividly JCPenney's fashion dimension, particularly in women's and men's apparel and accessories.

Laurie L. Adams, a veteran of 17 years with JCPenney is manager of the new store. Ms. Adams was formerly general merchandise and personnel manager for the Company's store at Prestonwood Mall in Dallas, Tex.

Other key members of the JCPenney management staff are Andrew Peters, Jennifer Sparrow, Shirley Winblood and Charles Daugherty, merchandise managers.

The new JCPenney unit has a total area of 22,000 square feet on one level. The store is merchandised with a mix of recognizable name-label items and a broad assortment of JCPenney's own private-label merchandise, designed and priced to compare directly with best-known items of leading manufacturers.

JCPenney gives special emphasis to women's and men's fashions, including apparel, accessories and jewelry, as well as to family shoes, and children's and infants' apparel.

Other merchandise departments include luggage, bath and sleep shops and active sports apparel.

The store will also offer JCPenney catalog service, available through an in-store catalog sales center or convenient at-home telephone shopping, combined with home or store delivery.

Customer service features at the new store include conveniently located service desks incorporating the most advanced electronic transaction equipment. Connected to an in-store computer and JCPenney's nationwide computer network, the electronic terminals enable faster, more accurate customer service, and rapid replenishment of merchandise.

JCPenney offers customers several convenient credit options, including its own regular charge and major purchase programs. The store also accepts Visa, MasterCard, and American Express. In addition, the JCPenney layaway plan is available.

JCPenney will be open from 10:00 a.m. to 9:00 p.m. Monday through Saturday, and 1:00 p.m. to 5:00 p.m. Sunday.

The Company, which was founded in Kemmerer, Wyoming, in 1902, operates 1,400 JCPenney stores in all 50 states. The Company also operates an expanding chain of drug stores and a fast growing financial services organization.

JCPenney offers catalog service to customers

The JCPenney department store at College Park Shopping Center will significantly broaden its merchandise assortments through JCPenney catalog service.

The catalog desk is prominently located in the store. The store also will offer convenient shop at-home telephone service. Orders may be picked up at the store or delivered directly to the home or elsewhere in the United States.

Copies of the fall/winter JCPenney catalog will be available at the store, according to Laurie L. Adams.

More than 700 pages of Penney's fall/winter catalog are devoted to fashion apparel for the family, including popular name-label and JCPenney private label items. Many items are available in hard-to-find sizes such as petites and talls for women, extra-tall and big sizes for men, prep sizes for boys, and girls' junior-hi and half sizes.

Special fashion sections in the fall/winter catalog feature maternity apparel for work or casual wear, and bridal gowns and accessories for the bride, bridesmaids, flower girls, and mother-of-the-bride.

Other merchandise includes home furnishings and decorative accessories, leisure and recreational goods, furniture, electronics and home entertainment equipment, small appliances, and automotive supplies.

To assist customers with their decorating needs, a collection of swatch books containing bedspread, curtain, and drapery samples from the fall/winter catalog will be available at the catalog desk. Using the swatch book, customers may compare colors, textures, and patterns before ordering.

In addition to the fall/winter catalog, special apparel catalogs will be available.

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